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COMPLETE LISTING OF THE CLAIMS

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1. (Currently Amended) A method of capturing and providing demographic information concerning a consumer of products to a manufacturer of such products during transactions in which the consumer utilizes a bar code reader and the Internet for product inquiries, comprising:
- providing the consumer with a bar code symbol reader;
  - scanning a uniform product code (UPC) bar code symbol on a product by the consumer;
  - providing an association table in a database between the UPC symbol data and an Internet web site address affiliated with the product manufacturer;
  - providing the associated web site address to a computing device of the consumer for allowing the consumer to make a product information inquiry to said web site address; and
  - providing demographic information about the consumer to the product manufacturer by utilizing data packet information transferred to the manufacturer as a result of the information inquiry.
2. (Original) A method as defined in claim 1, wherein the bar code symbol reader is provided in the consumer's home.
3. (Original) A method as defined in claim 1, wherein the demographic information includes the geographic location of the consumer.
4. (Original) A method as defined in claim 1, wherein further comprising providing targeted e-mails to the consumer for product announcements by the manufacturer.
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5-15 (Withdrawn)

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16. (New) A method of exchanging data between potential consumers and manufacturers using the Internet comprising:

determining at least one web site address affiliated with product identifying indicia scanned by a barcode reader utilizing a Mapping Service Provider (MSP);

providing product information to the consumer by requesting and loading a web page associated with the at least one web site address; and

transmitting demographic information about the consumer to the product manufacturer by utilizing information transferred within the web page request.

C2 17. (New) The method of claim 16 wherein the identifying indicia is a uniform product code (UPC).

18. (New) The method of claim 16, wherein the Mapping Service Provider (MSP) employs a mapping function to match identifying indicia to a website address from among a list of identifying indicia and web site address mappings residing in a storage device.

19. (New) The method of claim 16, wherein the web page includes at least one link to a related web page.

20. (New) The method of claim 16, wherein transmitting demographic information about the consumer to the product manufacturer comprises employing cross application of Domain Name Service (DNS) to translate Internet Protocol (IP) mapping information transferred by the consumer.

21. (New) The method of claim 20, wherein the demographic information includes the geographical location of the consumer.

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22. (New) A method of providing potential consumers with product information and providing manufacturers with demographic information about consumers utilizing the Internet comprising:

determining at least one web site address affiliated with a product's uniform product code (UPC) scanned by a barcode reader utilizing a mapping function to match a UPC to a website address from among a list of UPCs and web site address mappings residing in a storage device

providing product information to the consumer by requesting and loading a web page associated with the at least one product web site address; and

transmitting demographic information about the consumer to the product manufacturer *via* employing a Domain Name Service (DNS) to translate Internet Protocol (IP) mapping information transferred by the consumer when requesting a web page.

23. (New) The method of claim 22, wherein the demographic information includes the geographical location of the consumer.